

Patent Claims

What is claimed is:

1. A paperback rider instantly redeemable coupon (IRC) comprising:
 - a liner including inner and outer sections on a first face thereof;
 - a booklet including first and second surfaces, said first surface of said booklet being disposed substantially adjacent said inner section on said first face of said liner;
 - a first laminate being adhesively affixed to said second surface of said booklet and including inner and outer sections on first and second faces thereof, said inner section of said first face of said first laminate being affixed to said booklet, said outer section of said first face of said first laminate being affixed to said outer section of said liner to substantially enclose said booklet between said first laminate and said liner; and
 - an IRC disposed substantially adjacent said inner section on said second face of said first laminate and having a second laminate adhesively affixed thereon, said second laminate including inner and outer sections on a first face thereof, said inner section of said second laminate being affixed to said IRC and said outer section of said second laminate being affixed to said outer section of said second face of said first laminate.
2. A paperback rider IRC according to claim 1, said liner and said first and second laminates being transparent.
3. A paperback rider IRC according to claim 1, said liner including a second face having an adhesive layer.
4. A paperback rider IRC according to claim 1, said outer sections of said liner and first and second laminates including perforations for permitting separation of said IRC from said paperback rider IRC.
5. A paperback rider IRC according to claim 1, said IRC being one of a coupon, a game-piece, an instant winner coupon, a warning, a scratch-off piece, a warranty, instructions, description, and a collectible sticker.

6. A paperback rider instantly redeemable coupon (IRC) comprising:
 - a liner including inner and outer sections on a first face thereof;
 - a booklet including first and second surfaces, said first surface of said booklet being disposed substantially adjacent said inner section on said first face of said liner;
 - a laminate being adhesively affixed to said second surface of said booklet and including inner and outer sections on a first face thereof, said inner section of said first face of said laminate being affixed to said booklet, said outer section of said first face of said laminate being affixed to said outer section of said liner to substantially enclose said booklet between said laminate and said liner; and
 - an IRC disposed on a second face of said laminate and releasably affixed thereto by a dry release adhesive for permitting separation of said IRC from said paperback rider IRC.
7. A paperback rider IRC according to claim 6, said liner and said laminate being transparent.
8. A paperback rider IRC according to claim 6, said liner including a second face having an adhesive layer.
9. A paperback rider IRC according to claim 6, said outer sections of said liner and said laminate including perforations.
10. A paperback rider IRC according to claim 6, said IRC being one of a coupon, a game-piece, an instant winner coupon, a warning, a scratch-off piece, a warranty, instructions, description, and a collectible sticker.
11. A paperback rider IRC according to claim 6, said IRC having a surface area substantially smaller than a surface area of said booklet.
12. A method of manufacturing a paperback rider instantly redeemable coupon (IRC) in a single machine pass, said method comprising:

placing a booklet on a first face of a liner including inner and outer sections on said first face, said booklet including first and second surfaces, said first surface of said booklet being disposed substantially adjacent said inner section on said first face of said liner;

adhesively affixing a first laminate to said second surface of said booklet, said first laminate including inner and outer sections on first and second faces thereof, said inner section of said first face of said first laminate being affixed to said booklet, said outer section of said first face of said first laminate being affixed to said outer section of said liner to substantially enclose said booklet between said first laminate and said liner;

disposing an IRC substantially adjacent said inner section on said second face of said first laminate; and

adhesively affixing a second laminate on said IRC, said second laminate including inner and outer sections on a first face thereof, said inner section of said second laminate being affixed to said IRC and said outer section of said second laminate being affixed to said outer section of said second face of said first laminate,

whereby said paperback rider IRC is manufactured in the single machine pass.

13. A method according to claim 12, said liner and said first and second laminates being transparent.

14. A method according to claim 12, said liner including a second face having an adhesive layer.

15. A method according to claim 12, further comprising:

perforating said outer sections of said liner and first and second laminates for permitting separation of said IRC from said paperback rider IRC.

16. A method according to claim 12, said IRC being one of a coupon, a game-piece, an instant winner coupon, a warning, a scratch-off piece, a warranty, instructions, description, and a collectible sticker.

17. A method of manufacturing a paperback rider instantly redeemable coupon (IRC) in a single machine pass, said method comprising:

placing a booklet on a first face of a liner including inner and outer sections on said first face, said booklet including first and second surfaces, said first surface of said booklet being disposed substantially adjacent said inner section on said first face of said liner;

adhesively affixing a laminate to said second surface of said booklet, said laminate including inner and outer sections on a first face thereof, said inner section of said first face of said laminate being affixed to said booklet, said outer section of said first face of said laminate being affixed to said outer section of said liner to substantially enclose said booklet between said laminate and said liner; and

adhesively affixing an IRC substantially adjacent said inner section on a second face of said laminate by means of a dry release adhesive,

whereby said paperback rider IRC is manufactured in the single machine pass.

18. A method according to claim 17, said liner and said laminate being transparent.

19. A method of manufacturing a paperback rider instantly redeemable coupon (IRC) in a single machine pass, said method comprising:

feeding a first web of material for a booklet through at least one print station, thereby defining a booklet web;

feeding a second web of material for an IRC through at least one print station, thereby defining an IRC material web;

automatically folding said booklet web, thereby defining a folded booklet web;

combining said folded booklet web with a third web of a film having an adhesive backing layer;

laminating a fourth web of film to said folded booklet web to enclose said folded booklet web between said third and fourth webs of film, thereby defining an enclosed booklet web;

combining said enclosed booklet web with said IRC material web; and

combining a fifth web of film with said combined enclosed booklet and IRC material web, thereby defining a paperback rider IRC web,

whereby said paperback rider IRC is manufactured in the single machine pass.

20. A method according to claim 19, further comprising:
die cutting said paperback rider IRC web; and
perforating sides of said paperback rider IRC web.
21. A method according to claim 20, said third, fourth and fifth webs of film being transparent.
22. A method of manufacturing a paperback rider instantly redeemable coupon (IRC) in a single machine pass, said method comprising:
feeding a first web of material for a booklet through at least one print station, thereby defining a booklet web;
feeding a second web of material for an IRC through at least one print station, thereby defining an IRC material web;
automatically folding said booklet web, thereby defining a folded booklet web;
combining said folded booklet web with a third web of a film having an adhesive backing layer;
laminating a fourth web of film to said folded booklet web to enclose said folded booklet web between said third and fourth webs of film, thereby defining an enclosed booklet web;
perforating sides of said enclosed booklet web; and
utilizing a dry release adhesive to combine said enclosed booklet web with said IRC material web, thereby defining a paperback rider IRC web,
whereby said paperback rider IRC is manufactured in the single machine pass.
23. A method according to claim 22, further comprising:
die cutting said paperback rider IRC web.
24. A method according to claim 22, said third and fourth webs of film being transparent.